

WHAT IS CLAIMED IS:

1. An apparatus for distributing pollution related information, comprising:
 - a demographic data store that stores demographic information;
 - a television ratings data store that stores rating information for a plurality of television shows;
 - a governmental mandate data store that stores information related to a pollution abatement program;
 - broadcast media related to the pollution abatement program, wherein the viewing of the broadcast media is used to meet at least a first pollution abatement program mandate, and wherein the broadcast media includes a sponsor identification that the sponsor pays a fee for, at least a portion of which is used to meet at least a second pollution abatement program mandate; and
 - a computer system coupled to the demographic data store, the television ratings data store, governmental mandate data store, wherein the computer system is configured to identify a local government body that is to adhere to a water runoff pollution abatement program and to identify at least a first show as a potential candidate with which the broadcast media related to the pollution abatement program is to be televised in conjunction with.
2. The apparatus as defined in Claim 1, wherein the local government body is required by the EPA's Six Minimum Control Measures to implement a public educational program informing citizens about storm water pollution problem and prevention.
3. The apparatus as defined in Claim 1, wherein the computer is further configured to compare an estimated number of viewers of the public service-type announcement with a number specified by a government entity.
4. The apparatus as defined in Claim 1, wherein the broadcast media includes one or more of a name, a tagline, an address, a logo, a website address and a phone number.
5. The apparatus as defined in Claim 1, wherein the local government body is one of a state, a county, township, parish, a state governmental agency, and a municipal governmental agency.
6. The apparatus according to Claim 1, wherein the broadcast media

announcement includes images of a polluted body of water in an area where the broadcast media is to be televised.

7. A method of distributing pollution related information, comprising:
 - retrieving demographic and television rating information from at least a first computer readable database;
 - identifying a target television viewer population;
 - identifying a local government body that is to adhere to a water runoff pollution abatement program, including a pollution-related public educational element;
 - based at least in part on the identification of the target viewer population and the identification of the local government body, selecting a sponsor for a televised public service-type announcement, including educational information related to water runoff pollution;
 - obtaining funding from the sponsor, at least a portion of which is dedicated to fund the water runoff pollution abatement program;
 - causing the public service-type announcement to be televised; and
 - performing an audit, wherein the audit determines whether the funding dedicated to fund the water runoff pollution abatement program was used to fund the water runoff pollution abatement program.
8. The method as defined in Claim 7, wherein the local government body is required by the EPA's Six Minimum Control Measures to implement a public educational program informing citizens about storm water pollution problem and prevention.
9. The method as defined in Claim 7, further comprising estimating how many individuals viewed the televised public service-type announcement in a first selected time period.
10. The method as defined in Claim 7, further comprising comparing an estimated number of viewers of the public service-type announcement with a number specified by a government entity.
11. The method as defined in Claim 7, wherein the sponsor is a cable operator.
12. The method as defined in Claim 7, wherein the televised public service-type

announcement includes one or more of a name, a tagline, an address, a logo, a website address and a phone number.

13. The method as defined in Claim 7, wherein the televised public service-type announcement includes a sponsor identification.

14. The method as defined in Claim 7, wherein the local government body is one of a state, a county, township, parish, a state governmental agency, and a municipal governmental agency.

15. The method according to Claim 7, wherein the public service-type announcement is televised by a cable operator.

16. The method according to Claim 7, wherein the televised public service-type announcement includes images of a polluted body of water in or near an area where the public service announcement is being televised.

17. A method of distributing pollution related information, comprising:
retrieving demographic and television rating information from at least a first computer readable database;

based at least in part on the retrieved demographic and television rating information, selectively providing for televised broadcast educational media used to meet a governmental mandate related to pollution abatement;

obtaining non-tax funding from a non-governmental entity used to televise the educational media;

televising the educational media to at least a first set of potential viewers, the educational media including the identity of the non-governmental entity; and

ensuring that at least a portion of the funding is used to fund compliance with the governmental mandate.

18. The method as defined in Claim 17, further comprising identifying the local government body as one that is required to adhere to the governmental mandate, wherein the governmental mandate relates to a water runoff pollution abatement program including a public educational element.

19. The method as defined in Claim 17, wherein the televised educational media includes images of a polluted body of water in or near an area where the educational media is

televised.

20. The method as defined in Claim 17, wherein the governmental mandate includes a requirement to educate people regarding abatement of water runoff pollution.

21. The method as defined in Claim 17, wherein the governmental mandate relates to the EPA's Best Management Practices in abating water runoff pollution.

22. The method as defined in Claim 17, televised educational media includes images of at least one of a local mountain range, an image of a local body of water, and an image of a local endangered species.

23. The method as defined in Claim 17, wherein the local government body receives a percentage of the funding.

24. The method as defined in Claim 17, wherein the local government body is required to use the funds for one or more of:

- hiring consultants to develop strategies to reduce storm water runoff;

- catch basin control to impede entry of pollutants into storm drains;

- storm drain cleaning;

- filtering;

- storm drain inserts;

- hiring grant-writing experts;

- pollution-related public awareness programs;

- a diversion project to divert runoff during dry weather for treatment prior to discharge into waterways; and

- collaborative efforts with other entities.

25. The method as defined in Claim 17, further comprising adopting a mark indicating that the water runoff pollution abatement program is being conducted and licensing this mark to the non-governmental entity to signify that the non-governmental entity is supporting the program.

26. A method of distributing pollution related information, comprising:

- identifying a governmental entity subject to a pollution reduction program;

- retrieving from an electronic database demographic and television rating information;

identifying potential viewers based on the retrieved demographic and television rating information;

obtaining voluntary funding from a non-governmental sponsor for at least a portion of the pollution reduction program;

arranging for educational media related to the pollution reduction program to be televised for viewing by the potential viewers, wherein the educational media includes identifies the non-governmental sponsor; and

arranging for at least a portion of the funding to be provided to the governmental entity for implementation of the pollution reduction program.

27. The method as defined in Claim 26, further comprising comparing an estimated number of viewers of the televised educational media with a specified number of impressions.

28. The method as defined in Claim 26, wherein a non-governmental agency solicits the funding from the non-governmental sponsor.

29. The method as defined in Claim 26, wherein the pollution reduction program is a water pollution reduction program.

30. The method as defined in Claim 26, wherein the pollution reduction program is an air pollution reduction program.

31. The method as defined in Claim 26, wherein the educational media includes at least one of a name, a tagline, an address, a logo, a website address and a phone number of the sponsor.

32. The method as defined in Claim 26, wherein the funding does not include tax revenues.

33. The method as defined in Claim 26, further comprising performing a market selection process, the market selection process based at least in part on a quantity of businesses of at least a first type in a first market, a size of at least of at least a subset of the first market population, and the first market's adjacency to a waterway.

34. The method as defined in Claim 26, further comprising performing a market selection process, the market selection process based at least in part on a quantity of businesses of at least a first type in a first market, a size of at least of at least a subset of the

first market population, and the first market's adjacency to a waterway.